UNMASKING
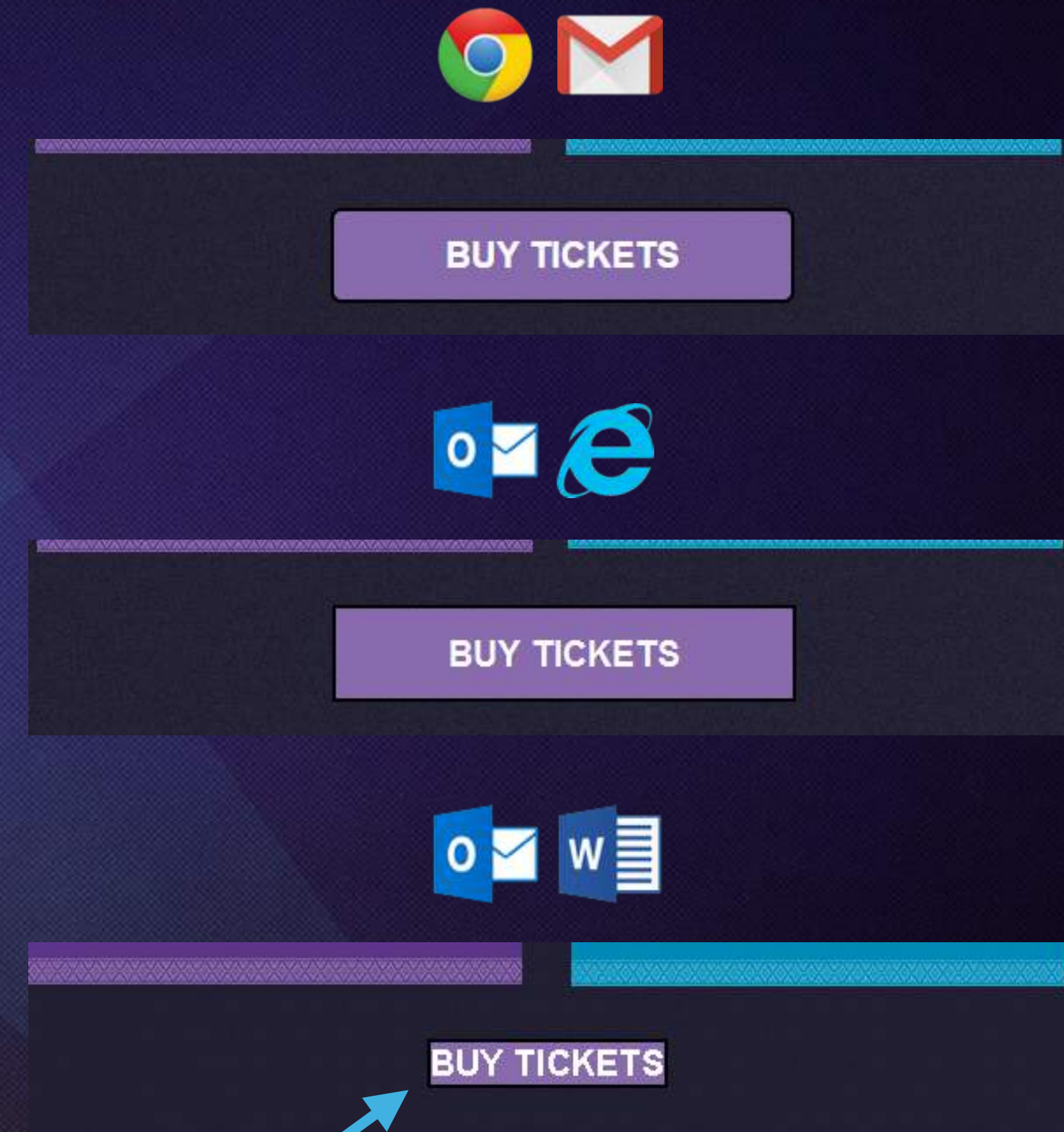
HTML EMAILS

Level 4 - Section 2

Adding a button

The necessary properties to style a button are not supported by the Word preprocessor.

email.html

```
...
<td style="padding-top: 30px;">
   <a href="http://example.org"
      style="background-color: #886cac;
             border: 2px solid #000000;
             border-radius: 6px;
             color: #ffffff;
             display: block;
             font-family: Arial, sans-serif;
             font-size: 20px;
             font-weight: bold;
             line-height: 250%;
             text-decoration: none;
             text-transform: uppercase;
             width: 260px;">
   Buy Tickets</a>
...
```

Padding is missing

Try VML

Vector Markup Language

```
<v:roundrect xmlns:v="urn:schemas-microsoft-com:vml"
             xmlns:w="urn:schemas-microsoft-com:office:word">
```

Generating button code using buttons.cm

Buttons.cm generates code for the button with a conditional comment for using VML.

Button text

Buy Tickets

☐ **Background image**

http://i.imgur.com/0xPEf.gif

Host your own image or use a free service like **imgur** to (use "Direct Link" URL).

Background color

#886cac

Font color

#ffffff

Button width

260 px

Button height

50 px

☑ **Border color**

#000000

☑ **Border radius**

6 px

Button URL

http://example.org

Buy Tickets

```
<div><!--[if mso]>
  <v:roundrect xmlns:v="urn:schemas-microsoft-
com:vml" xmlns:w="urn:schemas-microsoft-
com:office:word" href="http://example.org"
style="height:50px;v-text-anchor:middle;width:260px;"
arcsize="12%" strokecolor="#000000"
fillcolor="#886cac">
    <w:anchorlock/>
    <center style="color:#ffffff;font-family:sans-
serif;font-size:13px;font-weight:bold;">Buy
Tickets</center>
  </v:roundrect>
<![endif]--><a href="http://example.org"
style="background-color:#886cac;border:1px solid
#000000;border-
radius:6px;color:#ffffff;display:inline-block;font-
family:sans-serif;font-size:13px;font-
weight:bold;line-height:50px;text-align:center;text-
decoration:none;width:260px;-webkit-text-size-
adjust:none;mso-hide:all;">Buy Tickets</a></div>
```

If Microsoft Office, use VML and HTML

Otherwise, use only HTML

Use the generated code for buttons

Replace the original button code with the code for the button.

Consistent appearance!

email.html

```
...
<div>
  <!--[if mso]>
    <v:roundrect
      xmlns:v="urn:schemas-microsoft-com:vml"
      xmlns:w="urn:schemas-microsoft-
com:office:word"
      href="http://example.org"
      style="height:50px;
             v-text-anchor:middle;
             width:260px;"
      arcsize="12%"
      strokecolor="#000000"
      fillcolor="#886cac">
    <w:anchorlock/>
    <center style="color:#ffffff;
     ...
...
```

Updating the generated code takes 2 steps

The code within the conditional comment will only affect the Word rendering engine.

email.html

```
...
<div>
  <!--[if mso]>
    <v:roundrect
    ...
      <center style="color:#ffffff;
             font-family:sans-serif;
             font-size:13px;
             font-weight:bold;">
      Buy Tickets</center>
    </v:roundrect>
  <![endif]-->
</div>
...
```

These don't match
our design

Step 1: Set styles on the center tag

email.html

```
...
<div>
   <!--[if mso]>
     <v:roundrect
     ...
       <center style="color:#ffffff;
               font-family:Arial, sans-serif;
               font-size:20px;
               font-weight:bold;
               text-transform: uppercase;">
       Buy Tickets</center>
     </v:roundrect>
   <![endif]-->
</div>
...
```

The changes are only visible in
Outlook using Word

Step 2: Set styles on the anchor tag

email.html

```
...
<a href="http://example.org"
   style="background-color: #886cac;
          border: 1px solid #000000;
          border-radius: 6px;
          color: #ffffff;
          display: inline-block;
          font-family: Arial, sans-serif;
          font-size: 20px;
          font-weight: bold;
          line-height: 50px;
          text-align: center;
          text-decoration: none;
          text-transform: uppercase;
          width:260px;
          mso-hide:all;">
   Buy Tickets</a>
...
```

Hide from Word

BUY TICKETS

BUY TICKETS

BUY TICKETS

Our email with conditional content